

**NHDES Outreach Plan for Source Water Protection Strategy, 2010-2014**  
**April 2010**

**DES source water protection message:**

Ensuring safe and adequate drinking water supplies requires maintaining the quality and availability of present and future water supply sources, because in the long run it is less expensive and more protective of public health to prevent contamination than it is to treat water to meet health standards, and it is less expensive to use existing sources than it is to develop new ones. New contaminants of concern continue to emerge, potentially requiring more costly treatment of source waters if they have not been adequately protected. Municipalities and water suppliers have crucial roles in managing activities that affect source water quality and availability. DES's primary role is to provide technical and financial assistance and to enforce state regulations that serve to protect the state's sources of drinking water. Effective protection relies on the combined efforts of the state, water suppliers, municipalities, businesses, institutions, and individuals whose activities have the potential to affect source water quality and availability.

<b>Outreach Topics</b>	<b>Partners</b>	<b>Existing Materials/Resources</b>	<b>Activities and Products</b> (High priorities in <b><u>bold underscore</u></b> )
DES source water protection message		New message (see above)	<b><u>Include in outreach materials as appropriate</u></b>
Water use efficiency (conservation)	RPCs NH Landscape Association BIA	Fact sheets (incl. case studies) Workshops Model ordinance (community systems)	<b><u>Model ordinance addressing private water use (landscaping standards, sprinkler systems standards)</u></b>
Municipal management of water use during droughts	LGC RPCs Municipalities	RSA 41:11-d	<b><u>Model ordinance and guidance for municipal officials</u></b>
Preserving hydrologic function (LID, stormwater recharge, limiting effective impervious area, BMP maintenance)	Watershed Mgmt Bureau (WMB) NHGS RPCs	Innovative Land Use Guide DES Stormwater Manual Alteration of Terrain Rules NHGS stressed catchment analysis	Promote local adoption of innovative land use ordinances Focus on adoption & implementation in stressed basins
Source protection – GW (preventing contamination)	GSRWA NHWorks NHWell NHPA	DES Guide to GW Protection Model ordinances BMP & Reclass fact sheets Source assessments Grants Technical assistance The Source HHW Events	<b><u>Provide basic source protection training for RPC staff</u></b> <b><u>Develop new outreach materials for reclassification program (guide to the process, case studies, ppt, etc.) and roll out through training events, etc.</u></b> BMP Inspection Training for water system staff/operators or town employees (code enforcement officer, etc.) Improve follow-up on water systems related to BMP inspections

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Source protection – surface	WMB PREP UNH/T2	Model rule guidance (surface sources) NEIWPCC guide Source assessments Grants Technical assistance	<b><u>Support and publicize watershed projects (e.g. Salmon Falls Collaborative)</u></b> Finalize summary of state and local rec. restrictions
Land protection	SPNHF Land conservation groups RPCs NHACC	Grants (when available) Model easements Technical assistance	<b><u>Revise model easement</u></b> <b><u>Workshop at NH Association of Conservation Commission Annual Meeting November 2010 (TPL support)</u></b> <b><u>Write &amp; disseminate article making economic case for land conservation</u></b> <b><u>Review L&amp;W plan with land conservation organizations and RPCs</u></b>
Private wells	PWWG members RPCs Labs NH Building Officials Association	Fliers Flier/poster displays PSAs	Real estate, building officials and environmental health workshops Distribute fliers and poster at health officer meetings <b><u>Direct mailing of well testing flyer to new private well owners</u></b> <b><u>Publish and promote model private well testing ordinance</u></b> <b><u>Work with NHAR to revise disclosure form</u></b>
Emergency planning	NHWWorks GSRWA NHPWMA	Grants Emergency Plan Guidance Contact cards, signs, etc. Emergency Planning and Security Guidance Documents	<b><u>Provide newsletter articles and mass e-mails regarding current EP, Security, and mutual aid information.</u></b> <b><u>Promote NHPWMA Program to eligible systems.</u></b> Provide presentations at events.
GIS Related	SPNHF OEP	FGWA Drinking Water Resources Protection Maps Buffer Gap Analysis	Promote the use of thematic maps (PDFs) and information that support local decision making (SPNHF) Post/link existing or new GIS products to DES or partner websites Promote use of municipal GIS for SWP mailings
Community-Based Social Marketing	Watershed Management Bureau RPCs NHPA		<b><u>Provide CBSM Training for RPC staff and PWSs designed to improve outreach activities (2010 Source Water Protection Workshop)</u></b> Identify and promote CBSM guidance relevant to source water protection

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Youth education	UMaine's GET WET! program NHWorks Water Guardians	GET WET! resources Project WET ("Conserve Water" and "WOW! The Wonders of Wetlands" activity guides)	Participate in GET WET! program from UMaine (several opportunities to work with NH schools with groundwater issues – promoting sampling of well water). NH Drinking Water Week Festival – create the festival with themes around source protection and drinking water, e.g., conservation, watershed protection. <b><u>Organize WET workshops for teachers with a focus of drinking water and ground water issues (health-based, science-based, or language arts-based workshops) using one of the supplemental WET guides (Conserve Water or WOW! The Wonders of Wetlands).</u></b> Assist Water Guardians (LifeWise Community Projects) with youth education opportunities.
Pharmaceuticals and Personal Care Products	Multiple Environmental and Drug Abuse Entities	State Website with Factsheets and Links	<b><u>Direct mailings to licensed health care professionals</u></b> <b><u>Articles in newsletters of other organizations</u></b> <b><u>Development of medicine disposal policies for long-term health care facilities and hospice.</u></b>

#### Partners identified by initials

BIA	Business and Industry Association
DES	N.H. Department of Environmental Services
GSRWA	Granite State Rural Water Association
LGC	Local Government Center
NHACC	N.H. Association of Conservation Commissions
NHGS	N.H. Geological Survey
NHPA	N.H. Planners Association
NHPWMA	N.H. Public Works Mutual Aid Program
NHWWB	N.H. Water Well Board
NHWWell	N.H. Water Well Association
NHWorks	N.H. Water Works Association
OEP	N.H. Office of Energy and Planning
PREP	Piscataqua Region Estuaries Partnership
PWWG	Private Well Working Group
RPCs	Regional planning commissions
SPNHF	Society for the Protection of N.H. Forests
UNH T2	University of N.H. Technology Transfer Center
WET	Water Education for Teachers
WMB	NHDES Watershed Management Bureau